

## **FOR IMMEDIATE RELEASE**

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## **DOLA HELPS KICK-OFF COLORADO COMPLETE COUNT CAMPAIGN**

Representatives from the Department of Local Affairs (DOLA) joined Lt. Governor Barbara O'Brien to formally launch the State of Colorado Complete Count Campaign at the State Capitol today.

DOLA representatives included Charles Unseld, Deputy Director of its Division of Local Government and State Demographer, Elizabeth Garner.

Lt. Gov. Barbara O'Brien signed an executive order today forming the 2010 Colorado Census Complete Count Campaign. The campaign was formed as a volunteer committee to increase awareness about the 2010 Census and to motivate residents in the community to participate in a manner that produces the best and most accurate count in Colorado. Today's signing marked the one-year-out point towards the 2010 Census count.

DOLA Executive Director Susan Kirkpatrick said, "The message is clear, establishing this Committee is an important effort by the State to build awareness among Coloradans and encourage them to respond when Census questionnaires are delivered next year."

The Census Bureau cannot do this alone. They require the assistance of partners-- individuals, groups and organizations across the state that can help. The Colorado Complete Count committee will include a cross section of representatives from state agencies, the legislative branch, municipal leaders, local business organizations; charitable foundations; and faith based organizations.

The Colorado Department of Local Affairs has been a strategic partner with the Census Bureau since the 1980 Census. The Department's unique relationships with Colorado local governments have been an integral part in assisting the Bureau in identifying hard-to-count populations or areas that require specific outreach.

The Department will:

- ✓ Host a 2010 Census website [www.colorado.gov/census2010](http://www.colorado.gov/census2010) with links to the Census Bureau materials
- ✓ Create promotional materials and items for populations or areas identified
- ✓ Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data

Kirkpatrick added, "The more informed Coloradans are about the 2010 Census and its operations, the better their understanding of the Census process becomes, thus increasing their willingness to be a part of a successful enumeration in 2010."

In preparation for the 2010 Census count, more than 1,700 jobs have already been created in Colorado and several thousand more are scheduled to be filled within the next year in order to complete the Census count by April 1, 2010.

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